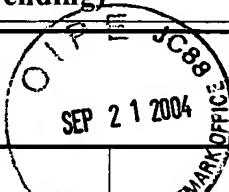


TRANSMITTAL LETTER
(General - Patent Pending)

Docket No.
112703-295

In Re Application Of: Barton et al.



Serial No.
10/713,333

Filing Date
November 13, 2003

Examiner
K. Frech

Group Art Unit
2876

Title:

APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE PRODUCTS

TO THE COMMISSIONER FOR PATENTS:

Transmitted herewith is:

**Response to Office Action (4 pages); and
Return Receipt Postcard**

in the above identified application.

- No additional fee is required.
- A check in the amount of _____ is attached.
- The Director is hereby authorized to charge and credit Deposit Account No. 02-1818 as described below.
 - Charge the amount of _____
 - Credit any overpayment.
 - Charge any additional fee required.

Dated: September 15, 2004

Signature

Robert M. Barrett (30,142)
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Chicago, Illinois 60690-1135

I certify that this document and fee is being deposited on 9/15/2004 with the U.S. Postal Service as first class mail under 37 C.F.R. 1.8 and is addressed to the Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

Signature of Person Mailing Correspondence

CC:

Renee Street

Typed or Printed Name of Person Mailing Correspondence



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant(s): Barton et al.
Appl. No.: 10/713,333
Conf. No.: 9875
Filed: November 13, 2003
Title: APPARATUS AND METHOD FOR PROVIDING POINT OF PURCHASE PRODUCTS
Art Unit: 2876
Examiner: K. Frech
Docket No.: 112703-295

Mail Stop Amendment
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE TO OFFICE ACTION

Sir:

This Response is submitted in response to the Office Action dated June 16, 2004.